

# GMT Customer Case Study



## Novacroft



*complete smart card solutions*

- ✓ 23% reduction in staff costs
- ✓ Over 25% improvement in agent utilisation within 4 months
- ✓ Employee satisfaction consistently > 98%
- ✓ Improved revenues
- ✓ Excellent feedback from agents with 100% acceptance

Novacroft is dedicated to serving customers and empowering its agents to provide them with timely and relevant advice and support. Its most recent customer management initiative is underpinned by a powerful Workforce Management solution from GMT that's driving impressive productivity gains and cost reductions within the contact centre and having a tangible, positive impact on agent satisfaction.

Novacroft designs, develops, and manages innovative end-to-end smart ticketing solutions primarily within the concessionary bus and rail industries. Its services range from consumer application processing, to a Web-based Card Management System, through to the production and support of smartcards. This comprehensive offering is supported by a 100-seat contact centre, based in Northampton, which is committed to customer service excellence and the employees that work so hard to deliver it.

"Novacroft's competitive 'edge' undeniably lies in its people and our relentless focus on team work. Since our inception in 1998, our team 'ethos' has been a key focus within the contact centre and we are absolutely committed to creating a working environment that fosters high performing, fulfilled teams. To underpin excellent customer service, we have built our own dedicated training facility and reinvested 18% of our profits annually into staff training. We have also invested in a powerful Workforce Management solution to deliver performance improvements and improve employee satisfaction" says Tina Charman, Contact Centre Manager.

## Challenge

In late 2009, Novacroft recognised that its contact centre was not being run as efficiently as it could be. The team was hampered by a lack of Workforce Management solution capability to enable it to handle very significant peaks in activity and create schedules that provided valued staff with the right work-life balance. As the contact centre grew, so did the problems. Novacroft found it increasingly difficult to forecast customer demand and create meaningful schedules – resulting in inflated and unnecessary staff costs and disgruntled agents during these periods. Novacroft recognised that it just wasn't providing the scheduling flexibility and visibility its people required to be fulfilled in the workplace – a situation that was unacceptable to Novacroft's management. The legacy spreadsheet-based system was also excessively time consuming, with Novacroft's Resource Planner struggling to provide weekly rotas, let alone create flexible shifts, accommodate change requests or even manage breaks and holidays. After consultation with the team, Novacroft decided to move away from spreadsheet-based forecasting and scheduling, and, following a comprehensive review of the Workforce Management solution providers, selected GMT.

## A Powerful Solution

Novacroft selected GMT Planet®, a scalable Workforce Management solution that has helped them optimise their contact centre workforce. Featuring accurate forecasting capability, staffing requirement definition and optimised scheduling, comprehensive reporting, intra-day management, a Web-based employee module and much more, GMT Planet provided the functionality Novacroft required to achieve the targeted performance improvements and all the information necessary to enable effective, long-term planning and timely decision making.

“GMT Planet’s features and functionality are perfectly suited to our business requirements. During our initial assessment of the solution, we were particularly impressed with its powerful, robust and accurate forecasting; easy to follow graphic displays; and the ability to schedule staff intelligently based on availability, skills and proficiency. GMT’s ability to implement, train and support us was another vital consideration, and this, combined with the strength of the solution, gave us the confidence to select them without hesitation” says Tina.

“We involved our employees from day one and their enthusiasm for the solution—especially the Employee Time Centre and agent ‘pop-up’ functionality—has not waned. This functionality is not only appreciated by the team, but has proven to be key in improving team communication, agent satisfaction and supervisory performance. We knew that these features would be valuable, but had no idea just how impressive the performance improvements could be, and indeed have been” continues Tina.

## A True Collaboration

“GMT quickly got to grips with our business and requirements and was always happy to work with us to review all the considerations and options. Although we considered other providers, GMT quickly became the obvious choice as, in addition to their collaborative working style, they demonstrated a strong understanding of our business challenges and GMT Planet is inherently easy to use. Last but not least, GMT’s pricing and client support model meant the end-to-end solution was affordable and gave us peace of mind”.

Implementation of the Workforce Management solution was completed within 4 months of the start of the project and GMT continues to provide expertise and support on an ongoing basis.

## Benefits

“With GMT, our objectives have been met and the implementation has been a total success. Although the initial project driver was to increase efficiency, we’re also deriving additional business benefit. Early successes include a 23% reduction in staff costs, over 25% improvement in agent utilisation, and, last but certainly not least, our overwhelming employee satisfaction levels which are consistently > 98%. Our people are happier and our teams are performing better; I couldn’t have hoped for more!” states Tina.

“The full impact on business performance, both in terms of increased revenue and conversion rates, is being analysed and although it’s still early days, we’re already delighted with the impressive—and rapid—return on investment. GMT Planet really is a wonderful solution” concludes Tina.

Novacroft and GMT have enjoyed a strong partnership since the start of this initiative. In addition to this successful implementation, GMT is working with Novacroft to deploy additional functionality within the contact centre, incorporate new communications channels and roll out GMT Planet to both the customer care and production departments.

## Quick Facts



- ✓ **Business Type:** Smart ticketing solutions
- ✓ **Operation Type:** Contact centre
- ✓ **Number of Agents:** 100
- ✓ **Corporate HQ:** Northampton, UK
- ✓ **Website:** [www.novacroft.com](http://www.novacroft.com)